Bruce A. Lee

Email: brucelee352@gmail.com · Phone: (407) 486-4784
Portfolio: brucelee352.github.io
LinkedIn: https://www.linkedin.com/in/bruceanthonylee/

Objective:

Hello, I'm Bruce. I'm a Data Analyst that's laser-focused on optimizing data for creation of sustainable methods of reporting.

Skills

PostgreSQL, R, Tableau, Python, ETL, Excel, Intercom, Zendesk, Salesforce, Interdepartmental Communication, Cross-functional Teamwork, Change Management, Asana, Git, Slack, Google Workspace, Prompt Engineering

Experience

Freelance   10/2022 — Present

Data Analyst:

- Employs R and Python for in-depth analysis, recognizing patterns and leveraging statistics to inform trends.
- Ensures thorough cleaning and preprocessing—streamline data sourcing via a proprietary PostgreSQL database.
- Crafts detailed reports with actionable insights and dynamic visualizations via Tableau and Excel.

Branching Minds   7/2021 — 10/2022

Data Manager:

- Led data normalization using R and PostgreSQL, automating data cleaning for efficient ETL pipeline ingestion.
- Managed a data pipeline with JSON-formatted parameters, automated API imports, enhancing resource efficiency.
- Maintained cross-functional relationships with internal teams to triage customer concerns across 40 school districts.
- Secured data sharing agreements with third-party vendors, enriching organizational data resources.
- Ensured encryption of customer data with GPT keys and upheld strict PII transmission standards.

IXL Learning, Inc   8/2019 — 5/2021

Customer Success Manager / Technical Support Analyst:

- Utilized Salesforce to create visuals on churn, leveraging insights to bolster customer retention tactics.
- Partnered with Sales to address customer challenges, refine data processes and boost internal communication.
- Post-acquisition adopted a dual role encompassing data analytics—applied Excel, R, ggplot2, and Tableau.
- Used data visualization and analysis, translating customer feedback into actionable insights for leadership.

AMI Kids Inc.   8/2018 — 6/2019

Vocational Data Analyst:

- Oversaw data analysis and delivered KPIs for a federal grant-funded program, managing 3,000+ participants.
- Assisted in compiling data for compliance reporting to the DOE, DJJ and DOL to ensure continued funding.
- Provided insights across 21 Southeastern U.S. sites using Excel as the primary tool for strategic fund allocation.
- Detected and rectified a flaw in data collection, prompting an overhaul of data systems and governance.

Education

University of Central Florida

- *Bachelor of Arts in Sociology*